

Marketing plan for LEUSINK

LEUSINK **WATERSNIJDEN**

Structure

- Goals
- Platforms we're using
 - LinkedIn
 - Instagram
 - Website
- Bonus Idea



Goals

Goals

- Make more people come to him with **problems** to solve.
- Improve the connection **B2B**. Obtain more big costumers.
- Improve the general on-line **visualisation**.

LinkedIn

LinkedIn

Business to business.
Contact with potential
customers directly.

MAKE A NETWORK

How we will work?

Update the account. New
business info, visuals...

Set up some publication
schedules to increase the
visit flow.

What can we see right now?

-Good visualisation data. There are people interested on the service.

-Bad retention of the views and a low base of followers.

What we can improve?

Use the connection features of LinkedIn to increase the number of followers.

Prepare some paid ads to increase the visualisation.

Search highlights	
Search appearances	171
Last 7 days	▲ 12%
Visitor highlights ?	
Page views	3
Last 30 days	▼ 40%
Unique visitors	2
Last 30 days	▼ 50%

See more

Follower highlights ?	
Total followers	11
Lifetime	
New followers	1
Last 30 days	

See more



John Leusink · 1er

Eigenaar bij Leusink Watersnijden | Industriële toepassingen | model/mallenbouw | prototyping | CAD | (maak) industrie

Leusink Watersnijden · Rijksuniversiteit Groningen Groninga, Países Bajos

253 contactos

Enviar mensaje

Invite connections

250/250 credits remaining

POL VAZQUEZ
Estudiante en Col·legi Badal... Invite

Iaia gomez martinez
Asesor de seguros Invite

Hugo Benítez Gonzalez
Estudiante en Col·legi Badal... Invite

Invite more connections

Page posts Following Hashtags

Our competitors

— — —
-Bigger companies with a lot of social media **resources**.

What can we **learn**?

-Short descriptions, where they show how about the company philosophy.

-Clear and homogeneous design for each post and for the whole page.

-Good use of the hashtags.

Automatic translation

At 247water cutting we are very driven in the efficient nesting of material, so that as little old iron and remnants (residual plates) as possible remain, saving a lot of costs. We are so happy to share it with you! On the photo you can see a steel S355J2 plate of 4x2 meters which is immediately completely cut upon arrival.

#optimaliseren #watersnijden #efficiëntnesten #kostenbesparing



👍❤️👍 29



247 Watersnijden

Wij snijden alles behalve gehard glas!!

Industrial Machinery Manufacturing • Pijnacker, South Holland
1,062 followers

👤 12 employees on LinkedIn

+ Follow

Contact us ↗



Home About Posts Jobs People Videos

About

Watersnijden, ook wel waterstraalsnijden genoemd, wordt gebruikt met en zonder abrasief. Bij 247watersnijden wordt zowel met abrasief als zonder abrasief water gesneden... see more

Website

247watersnijden.nl

Show all details →

Our Objective: set up **everything!**

Set up your Page for success

Complete these steps to get established, increase reach and drive engagement. On average, completed Pages see up to 30% more traffic. [Learn more](#)



New **face**, new **hashtags**



Leusink Watersnijden

Wil jij een uniek product wat jouw bedrijf echt op de kaart zet? Vrees niet wij doen het met liefde!

Fabricación de maquinaria industrial · Groningen · 11 seguidores



Hashtags



#cncmilling

4,928 followers

#cncoperator

244 followers

#watersnijden

6 followers

Show posts about Leusink Watersn...

Instagram



Instagram

Visualising the work
Make our story known.

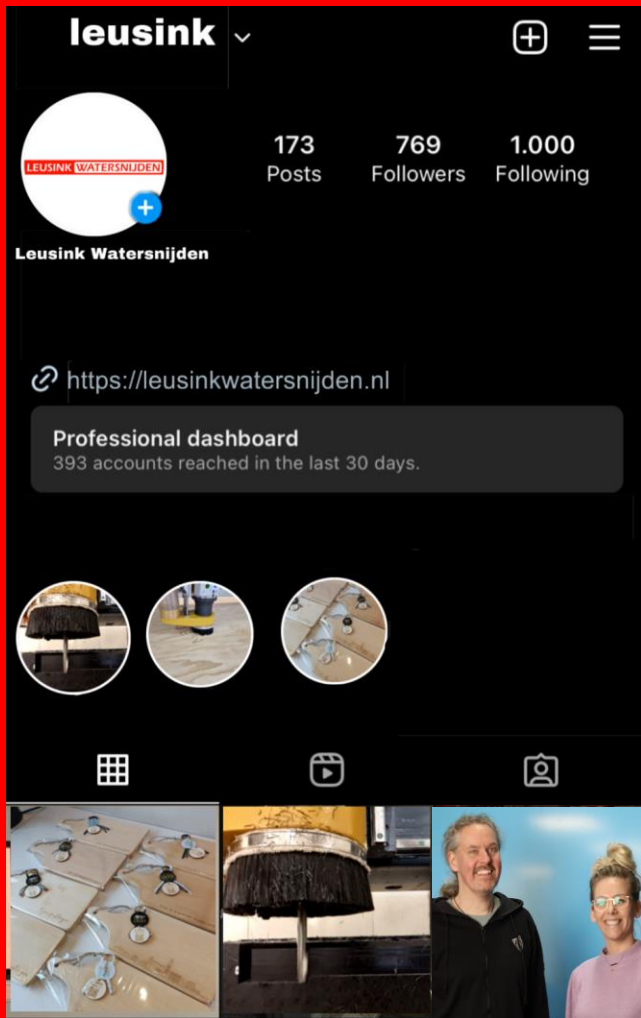
INSPIRE PEOPLE

General idea:

Creating an instagram
presence

Building a visual,
personal platform





2 Posts

- about the company
- about him

Few highlights about CNC, past work and water cutting machine.

2 reels

- About the location
- And cutting

Regular posting of new products/ ideas/ sketches

Website

Website

**Product presentation for
visitors**

More pictures for the
website

- About the product
- About himself

Add some features in the
website

- Showcase the products
as a standout on the
websites

VAN CONCEPT TOT PRODUCTIE

SAMEN KOMEN WE TOT HET BESTE RESULTAAT VOOR JOUW HALFFABRICAAAT OF PRODUCT

Ik wil een offerte

We suggest changing the static picture on the website for a more dynamic slideshow of pictures about John's work to show more of himself.

We also don't like that it says "Ik wil een offerte" which is the first thing you see when you open the website. You first want to see the products and possibilities before you want to think about ordering firstly.

VAN CONCEPT TOT PRODUCTIE

Heb je materialen die gesneden moeten worden? Dan ben je bij Leusink Watersnijden aan het juiste adres. Met een grote variatie aan industriële toepassingen en bewerkingen zoals watersnijden, abrasiefsnijden, lasersnijden en andere technieken, krijg je het product of halffabricaat dat je nodig hebt.

Heb je een idee maar de definitieve oplossing nog niet gevonden? Of de vraag nou gaat over snijmethoden, materialen, of jullie eigen proces, we denken graag mee over de plaatsing van onderdelen en samenhang van het totale product. Zo zien we niets over het hoofd en weet je zeker dat je de juiste oplossing aangereikt krijgt.

Watersnijden

Abrasiefsnijden

Lasersnijden

Frezen

Bonus idea

Bonus idea

Business card

